

## Top illustrators badge up for Sterohype collection

Sterehype has released its eighth of badges featuring designs by leading creative talent. BIO (By Invitation Only) 8 brings together work from 59 artists including Allan Deas, Andy J Miller, Fiona Hamilton, FL@33, Effektive, Tado, and Yuko Michishita.

Badges cost £1.40 each or £4 for three.

[www.stereohype.com](http://www.stereohype.com)

Below, left to right: Badge designs by FL@33, Greig Anderson, and Jan Von Holleben.



Culture Secretary Ben Bradshaw has said that the UK's digital and creative sector will take priority in future investment and incentives aimed at lifting the UK out of recession.

Bradshaw's remarks came as part of a webchat on the challenges facing the creative industries.

"We are holding a conference for the digital and creative industry

– c&binet – to examine what more we and the creative industries can do to nurture and grow our creative economy," he said. This took place in late October.

Bradshaw also claimed that Britain's creative economy has continued to grow in spite of the global recession.

[www.cabinetforum.org](http://www.cabinetforum.org)

## iStock in logo-design service spat

Some designers hail new business opportunity; others say scheme is a threat.

Stock library iStockphoto has split the design community by announcing the launch of a service that users to buy readymade logos submitted by its community.

While some have welcomed it as a new opportunity, others say that it threatens their business and argue that iStockphoto's model is inappropriate for logos: "I think it will be damaging to the design industry overall. A logo should encapsulate everything that a company is – it should be a different and deeper process than creating generic, stock art," designer Jessi Miller ([www.jessimiller.com](http://www.jessimiller.com)) told *Digital Arts*. Her views echoing many on iStock's forum, where the announcement was made ([tinyurl.com/istockstory](http://tinyurl.com/istockstory)).

Logo design specialist David Airey ([www.logodesignlove.com](http://www.logodesignlove.com)) said to *Digital Arts*, "essentially,

this is spec work. Inevitably, designs are rushed through, with no thought given to the quality or originality of the idea."

Airey adds: "As a graphic designer, do I see it as a problem? No. But for the business owners who purchase a stock 'logo'? Yes."

iStockphoto CEO Kelly Thompson defended the idea, saying that "few would argue that purchasing a stock logo is likely to be more effective than hiring a professional designer to execute a true brand identity. The reality is there are many small businesses that do not have the ability to pay for custom artwork.

"We firmly believe the sale of stock logos will not destroy the market for conventional designers because they serve different audiences."

[www.istockphoto.com](http://www.istockphoto.com)

Many game trailers include a more than moderate amount of gore, but few then break out into musical numbers. For *Wet*, Creative Monster has created a darkly funny viral, *Shot at Love*, where the victims of the star, Rubi, sing of their love for her in terms that are usually metaphorical, but here are literal.

[www.creativemonster.net](http://www.creativemonster.net)



The *Peace Rant Project* is a series of spots by Fury featuring different people expressing their frustrations with peace processes around the world in no uncertain terms. The spots each feature an emotional live-action actor angrily asking people to stand up for peace in French, Italian and patois-inflected English.

[www.furyngc.com](http://www.furyngc.com)



For the new series of *The X Factor*, Mindstorm has created a custom version of its Aurora multi-touch interactive table. The judges use the tablet at the 'bootcamp' stage of the show to decide who goes through to the final round – moving contestants into Yes, No and Maybe categories.

[www.mindstorm.com](http://www.mindstorm.com)



1st Ave Machine's Asif Milan has created a new short film, which was first shown at this year's onedotzero festival in London. In the dark noir-esque alleys of urban streets, a basketball player comes towards us through a fog, leaving trails of trainers behind him. It's set to eerie spaced-out sounds, composed by H Prizm of Antipop Consortium.

[www.1stavemachine.com](http://www.1stavemachine.com)